

Five artists join
Montana Circle of
American Masters

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Arts



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Montana - The Land of Creativity

Providing information to all Montanans through funding by the National Endowment for the Arts and the State of Montana

MAC NOTES



**MONTANA
ARTS COUNCIL**
AN AGENCY OF STATE GOVERNMENT

Strengthening the Creative Economy of Montana

After 30 years

MAC sports new logo

By Cindy Holt
Business Development Specialist

The Montana Arts Council has a new logo! More than 30 years have passed since we've changed our icon and our logo. Our graphic designer, Jeff Lovely (Parriera Graphic Design in Helena), has come up with an image that perfectly reflects our agency.

This new image of a weave inside a circle symbolizes how we view ourselves and our work. It's a medallion that holds ribbons reflecting many sources woven together. We view the Montana Arts Council as the circle that frames the weaving, and we have many partners that are the ribbons that create the weave – artists, arts organizations, partner agencies – all Montanans.

How lovely to have an image that reflects our thoughts. Thank you, Jeff!

The new logo is posted on our website, art.mt.gov, and we will be notifying all grantees to change out the old logo and bring in the new!



MAP workshops bring economic opportunities to Montana artists

By Cindy Kittredge
MAC Folk Arts and Market
Development Specialist

With a three-year track record and an ever-increasing list of successes, the Montana Arts Council's Montana Artrepreneur Program (MAP) moves into 2013 with opportunities for visual artists across Montana to get involved in the program. The MAP sign-up period is currently in progress.

MAP is designed to help visual artists develop a sustainable business in art by learning more about entrepreneurship and developing a framework for their business. In a recent evaluation of the program that was based on surveys returned by members from the first two years of MAP, over 60% of the artists saw minimally a 100% increase in their sales. Of the artists from the third year of MAP, 89% saw their sales either increase or remain stable.

This study revealed a number of other results from MAP. Participating artists developed a product line, adjusted their price points, increased their body of work, participated in more shows, and gained more gallery representation, with an increase in out-of-state representation.

In addition to the improvement of their monetary health, the growth of their productivity as an artist and



their growth as a person, artists participating in the MAP program noted another noticeable plus. They saw an increase in the development of new networks for them to access and the strengthening of old ones, both offering renewed chances for collaborative work.

Participants in a MAP cohort commit to eight-to-ten months of instruction and workshops that help them create 35 tools for their business toolbox and ready them for Market-Ready Certification. These tools include, for example, creating marketing materials, setting pricing, developing displays for shows, and building a business plan.

See MAP Workshops on page 6

Western Art Week comes to Great Falls



"Indian Signaling" by Charles M. Russell

"Indian Signaling," an original watercolor by Charles Russell that's expected to sell for between \$150,000 and \$200,000 during The Russell: The Sale to Benefit the C.M. Russell Museum, is just a sampling of the plethora of art that blooms in Great Falls during Western Art Week, March 13-17.

The annual convergence of art makers and art admirers brings at least seven shows and sales to town, including:

The Russell: The Sale to Benefit the C.M. Russell Museum, March 14-16: The fourth annual sale kicks off at 6 p.m. Thursday at the museum with a silent auction of fine art, objects and unique travel experiences. Enjoy appetizers and refreshments and preview works for Saturday's live auction.

See Western Art Week on page 19

Black Pinto Horse vaults to first place at American Indian Arts Marketplace

Monte Yellow Bird Sr., known in the art world as Black Pinto Horse, received first place in painting, photography and mixed media with his ledger piece, "Watch the Birdie," at the annual American Indian Arts Marketplace, Nov. 3-4 at the Autry National Center in Los Angeles.

Judge and award-winning beadwork artist Emil Her Many Horses had much to say about the piece. "I was impressed with the attention to detail ... the shading of the eagle feathers in the headdresses as well as the designs of the beaded ornamentation to the outfits led me to vote for this drawing. There was also a sense of humor about the drawing as illustrated by the 'Birdie' and the faithful 'Dog.' ... Monte's ledger drawing was well executed and deserved a first-place ribbon."

Another Montana artist, Terrance Guardipee (Blackfeet), took second place in the same category for "Running Eagle Woman – Blackfeet Warrior Woman."

See Black Pinto Horse on page 6

Ripley Schemm Hugo An accomplished poet from a literary family

By Gwen Florio of the *Missoulian*

She was a tiny woman who could easily have been dwarfed by all the bigness around her. The commanding literary reputations of her mother and her husband. The immensity of her grief after the deaths, in quick succession, of her husband and son. The very land itself.

Margaret Ripley Schemm Hugo more than held her own.

Hugo, who died Dec. 18 at the age of 83 at her home in the Rattlesnake after a long period of failing health, "was pretty tough," said essayist and novelist William Kittredge.

"She could be very acerbic and she had her opinions and she wasn't about to sacrifice them for anybody," he said. "... I think she lived and died kind of as she wanted to."

Read the entire tribute at missoulian.com



Ripley Schemm Hugo: For more on the poet's life, see Condolences on page 4 (Photo by Frances McCue).